

FROM REP
CHANGES
OCT26/12 11.4
*** WPXI-TV ***

ADV # 016628 ADV. NAME ISS/SENATE MAJORITY PAC

AGY #	AGY.	NAME	WATERFRONT STRATEGIES
02541			

3050 K ST NW.

WASHINGTON, DC 20007

ORDER #

CONTRACT # 6392415

PRDCT SENATE MAJ PAC 10/24

DATE: 10/24 EST#2204 COMMENTS: (LINE, ORDER, INVOICE)

NOV2/12 WK-2

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED

DATE OCT26/12 11.48

REP: TO NSM/NSA
FR CAITLIN FOR CHERYL
M7 OK
TTLS \$122,000
PLEASE CONFIRM, THANKS

STA:

CON CM ***** THIS IS A CASE IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 94												
AGENCY PRODUCT CODE = 100												
AGENCY EST# = 2204												
6	S		400P-430P	30		\$400.00	10/24	10/26	2		W-F	2
PROGRAM : JUDGE JUDY/JUDGE JUDY												
CON COM1: JUDGE JUDY/JUDGE JUDY												
50	A		700P-815P	30		\$2,200.00	10/28	10/28	1		SUN	1
PROGRAM : FOOTBALL NIGHT IN AMERICA												
ORD COM1: FOOTBALL NIGHT IN AMERICA												
ORD COM2: SPOT IS BOOKED - MB												
THIS IS A MAKE-GOOD FOR OCT26 ON LINE-6 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT26 ON LINE-12 FOR 1 SPOT/WK												

REP HEADLINE# 6392415 TRF# 338512 REP: TEL# 215-564-1206 FAX# 215 564 1103
 \$\$\$ UNAPPROVED REV #3 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT26/12 11.4
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WPXI-TV **

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
12	S		700P-730P	30		\$1,800.00	10/24	10/26	3		W-F	3
PROGRAM : JEOPARDY/WHEEL OFFORTUNE CON COM1: JEOPARDY/WHEEL OFFORTUNE STATION MAKEGOOD OFFERS: M7 OK'D BUY#6 MISSED:W-F/400P-430P BUY#12 W-F/700P-730P OFFER:SUN/700P-815P CMT:FOOTBALL NIGHT IN AMERICA CMT:SPOT IS BOOKED - MB												
OCT26 50900.00 NOV/12 71100.00 CONTRACT TOTAL 122000.00 TOTAL SPOTS 96												

OCT26 30S \$400.00 (OCT26/12)
 OCT26 30S \$1,800.00
 OCT28 30S \$2,200.00 PLS ADVISE.

MARKET TOTALS \$488,000 WPXI 25% KDKA 30% WTAE 32% WPGH 10% CABL 1% WPCW 1% WPMY 1%
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Preemption Report - Detailed

Contract #	P/E Type	P/E Status	Preempted	P/E Date	Rate	Times	Len	SPW	M	I	W	I	E	S	S	Station	M	Line Comment	Contract Start/End Dat	Headline #
338512.6.0.2	Political	Open	10/25/12	3:40pm	10/26/12	\$400.00	4:00:04p - Judge Judy 4p	:30				1	1	2		WPXI		JUDY 4-430P/6	10/24/12-11/02/12	06392415
338512.12.0.1	Political	Open	10/25/12	3:10pm	10/26/12	\$1800.00	6:59:29p - Jeopardy	:30				1	1	2		WPXI		JEOP 7-730P/12	10/24/12-11/02/12	06392415
Totals for: Pol/Iss/Senate Majority (1662)																	Preempt Count:	2		
Totals for: 338512																	Preempt Count:	2		

10/28 we FNA 45

LM

Halas, Mary Beth (CMG-Pittsburgh)

From:

Sent:

To:

Cc:

Subject:

Attachments:

Cheryl Long.vcf

Long, Cheryl (CMG-REP)
Friday, October 26, 2012 11:38 AM
Halas, Mary Beth (CMG-Pittsburgh)
Goldstein, Lindsey (CMG-TeleRep)
RE: POL/SENATE MAJORITY 6392415 M7 - MAKEGOOD BOOKED SUNDAY 10/28

This one is good

Cheryl Long
TeleRep Washington
Account Executive
(703) 528-7800 Work
(267) 254-1257 Mobile
1901 North Moore Street
Suite # 609
Arlington, VA 22209

From: Halas, Mary Beth (CMG-Pittsburgh)
Sent: Friday, October 26, 2012 11:38 AM
To: Long, Cheryl (CMG-REP)
Cc: Goldstein, Lindsey (CMG-TeleRep)
Subject: POL/SENATE MAJORITY 6392415 M7 - MAKEGOOD BOOKED SUNDAY 10/28
Importance: High

M STR - Open/Makegood Offers

Headline#	6392415	WPXI-TV PITTSBURGH, PA	2204
E-Order#	439586	WATERFRONT STRAT.	
Traffic#	338512	ISS/SENATE MAJORITY PAC	
Rep Buys	Offers	Competitive	

Offer#	Status	Type	Buy#	Day/Time Affected	Length	\$Rate	Dates Affected	Total #Spots	Total Dollars
M7.1	Rep pending	M	6	W-F/4-430P	30S	\$400	Oct26	1	(\$400) JL
				12 W-F/7-730P	30S	\$1,800	Oct26	1	(\$1,800) JE
				Offer Sun/7-815P	30S	\$2,200	Oct28	1	\$2,200 FC
				Comment FOOTBALL NIGHT IN AMERICA					
				Comment SPOT IS BOOKED - MB					

Mary Beth Halas
WPXI-TV
National Sales Assistant
412-237-1144
mhalas@wpxi.com